

U.S. Small Business Administration
Office of Veterans Business Development

BOOTS TO BUSINESS: FROM SERVICE TO STARTUP TRAINING PROGRAM (B2B)

FY 2014

Program Announcement No.

BOOTS TO BUSINESS – 2014-01

Special Program Announcement for Eligible Institutions to provide entrepreneurship training and program management support services for two-day “Introduction to Entrepreneurship” classroom course (2DC) and eight-week “Foundations of Entrepreneurship” online course (8WOC), website administration and course materials production.

The purpose of this Program Announcement is to invite proposals from Public and Private Institutions to provide entrepreneurship training and program management support services for global delivery of B2B which will require at a minimum: 1) managing the SBA owned course curricula including continuous improvement and coordination of sustained interoperability with Department of Defense (DOD) learning management systems for 2DC and providing superior instruction for 8WOC; 2) production, global distribution and inventory management of all course materials; 3) execution of marketing and project management activities including website administration, content generation and coordination, and program assessment measurements; and, 4) collaboration on all program elements with SBA Office of Veterans Business Development (OVBD), SBA District Offices, SBA Resource Partners, and Veteran Business Outreach Centers (VBOCs). **This Program Announcement is subject to the availability of funding.**

**U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF VETERANS BUSINESS DEVELOPMENT**

Opening Date: October 25, 2013
Closing Date: November 24, 2013

Proposals responding to this Program Announcement must be posted to www.grants.gov by 11:59 Eastern Time, November 24, 2013. No other submission will be permitted. Proposals after the stipulated deadline will be rejected without being evaluated.

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1.0 Section I – Funding Opportunity Description

1.1 Program Overview

1.1.1	Federal Agency Name:	U.S. Small Business Administration (SBA)
1.1.2	Funding Opportunity Title	Boots to Business Training Program (B2B)
1.1.3	Announcement Type	Initial
1.1.4	Funding Opportunity Number:	Program Announcement No. B2B-2014-01
1.1.5	CDFA Number:	59.044
1.1.6	Closing Date for Submission:	November 24, 2013 11:59 P.M. Eastern Time
1.1.7	Authority:	Section 9 (b) (17) of the Small Business Act, U.S.C. 637(b) (17)
1.1.8	Duration of Authority:	Permanent
1.1.9	Funding Instrument:	Cooperative Agreement
1.1.10	Funding:	Funding is for Fiscal Year (FY) 2014
1.1.11	Award Amount/Funding Range:	A total of \$4.5million in funding is available for this program in FY 2014. SBA expects to make one (1) award. There is no matching funds requirement. However, the availability of additional funds or in-kind resources should be noted in the technical proposal.
1.1.12	Project Duration:	Awards will be made for a base project period of 12 months, with up to 2 option periods of 12 months each. Exercise of options is at SBA's discretion and is subject to the continuing program authority, the availability of funds and satisfactory performance by the Recipient organization.
1.1.13	Project Starting Date:	Within 30 calendar days of the date of award.
1.1.14	Project Evaluation:	Proposals will be reviewed for sufficiency as detailed in Section 5.0. SBA may ask Applicants for clarification of the technical and costs aspects of their proposals. This must not be construed as a commitment to fund the proposed effort.
1.1.15	Agency Programmatic Point of Contact:	Janet Moorman, Small Business Administration, Office of Veterans Business Development, Tel: (202) 205-7419. Email: janet.moorman@sba.gov

1.2 *Introduction*

The Small Business Act provides for entrepreneurial training, business development assistance, counseling and management assistance to small business owned and controlled by eligible veterans; as well as the authority to make grants to, and enter into contracts and cooperative agreements with education institutions, private businesses, veterans' nonprofit community-based organizations, and Federal, State, local and tribal government agencies for the establishment of and implementation of outreach programs for veterans and service-disabled veterans.

1.3 *Background*

Since its inception in 1953, SBA has served to aid, counsel, assist and promote the interests of small businesses; while SBA is best known for its financial support of small businesses through its many lending programs, the Agency also plays a critical role in providing funding to organizations that deliver technical assistance in the form of counseling and training to small business concerns and nascent entrepreneurs to promote growth, expansion, innovations, increased productivity and management improvements. The mission of SBA's Office of Veterans Business Development (OVBD), which bears responsibility for administering the Boots to Business Training Program, is to act as a liaison with the veterans business community; to write and review policy analysis and reporting; to act as Ombudsmen for Veterans in Small Business Administration programs, to provide business training, counseling assistance, and to oversee the Federal procurement programs for veteran and service-disabled veteran-owned small businesses.

1.4 *Purpose*

Eligible Institutions (as defined in Section 3.2) may apply to SBA for an award of financial assistance under this Announcement to fund and manage global delivery of the Transition GPS "Boots to Business" Training Program. This requires: 1) managing the SBA owned course curricula including continuous improvement and coordination for interoperability with Department of Defense (DOD) learning management systems; 2) production, and global distribution and inventory management of all course materials; 3) development and execution of marketing activities including website administration, content generation and coordination, collateral production and distribution, social media outreach, event production, etc.; 4) collaboration on all program elements with SBA Office of Veterans Business Development (OVBD), SBA District Offices, SBA Resource Partners, and VBOCs; 5) providing a network of qualified entrepreneurship instructors to teach the 8WOC; 6) developing and executing an assessment methodology to evaluate outcomes of the training program over time; and, 7) assigning project management resources to ensure all deliverables are met.

1.5 *Leveraging of Resources*

The Applicant selected for the award under this Announcement is required to maximize efforts to leverage SBA funding by working in conjunction with SBA's District Offices and other federal, state, local and tribal government small business development programs and activities, as well as, SBA resource partners, such as SCORE, Small Business Development Centers, Women's Business Centers, Veterans Business Outreach Centers, 7(j) Technical Assistance providers, Small Business Investment Companies, Certified Development Companies, SBA lenders; and/or universities, colleges, other institutions of higher learning, private organizations, such as chambers-of-commerce and trade and industry groups and associations in marketing and promoting the program to eligible beneficiaries interested in launching new business ventures or expanding or diversifying established businesses. Applicants must provide a detailed description of how they plan to work directly with SBA's district offices and resource partners in disseminating information to military installations responsible for providing the Transition GPS Program to service members interested in participating in the optional *Entrepreneurship Track*.

1.6 *SBA Involvement and Oversight*

A designated Grants Officer Technical Representative (GOTR) within the Office of Veterans Business Development at SBA Headquarters will be responsible for overall monitoring and oversight of a Small Business Program award Recipient, including compliance with the terms of the Cooperative Agreement. A designated Grants Officer within the Office of Grants Management (OGM) will be responsible for issuing the Notice of Award, making modifications to the award and processing payments.

1.7 *Changes or cancellation*

SBA reserves the right to amend or cancel this Announcement, in whole or in part, at the Agency's discretion. Should SBA make material changes to this Announcement, the Agency will extend the Closing Date as necessary to afford Applicants sufficient opportunity to address such changes.

2.0 SECTION II – Award Information

2.1 *Estimated Funding*

SBA expects to issue one award under this Announcement. SBA anticipates the amount of funding under this award to be \$4,500,000. Funds will be released to awardee as they become available.

2.2 *Expected Number of Awards*

SBA anticipates making one (1) award under this Announcement.

2.3 *Period of Performance/Budget Periods*

Awards will be made for up to a 3-year period of performance, consisting of a base period of 12 months from the date of award and up to two (2) option periods of 12 months each. Exercise of the option periods will be solely at SBA's discretion and is subject to continuing program authority, the availability of funds, and a Recipient's continued satisfactory performance and compliance.

2.4 Funds provided under the *B2B Program* must be used solely for the purposes stipulated in this Announcement and the Notice of Award and may not be commingled with any other monies. All costs proposed in an Applicant's budget must meet the tests of allowability, allocability, and reasonableness set forth in the applicable Office of Management and Budget (OMB) cost principles. Indirect costs will be capped at a maximum of 25 percent regardless of the amount stipulated in an Applicant's indirect cost rate agreement. SBA will not reimburse Applicants for their proposal preparation costs, but Applicants may request pre-award costs. Pre-award costs must directly relate to the conduct of the project and meet the tests of allowability, allocability, and reasonableness.

No Federal funds provided through an Award under this Announcement, or matching contributions dedicated to such an Award, may be used for the purpose of making a sub-grant. While subcontracting is permitted, successful Applicants may not spend more than 20 percent of Award funds on subcontracts. Additionally, under no circumstances may successful Applicants contract out the administration or day-to-day management of this project to any other party.

2.5 *Funding Instrument*

The funding instrument used will be a Cooperative Agreement

2.6 *Matching Requirement*

None. However, Applicants should note the availability of any additional funds and in-kind contributions pledged to this project in their technical proposals.

3.0 Section III – Eligibility Information

3.1 General

An organization may submit only one (1) proposal in response to this Announcement. Any additional applications from the same Institution will automatically be rejected without being evaluated.

3.2 Eligible Applicants

In order to be eligible for this funding opportunity an Applicant must:

- Be Institutions of Higher Learning or organizations with the following qualifications:
 - A past history of providing entrepreneurship training to beneficiaries interested in starting new small businesses or who currently own and operate established small businesses and are seeking opportunities for expansion or diversification;
 - Demonstrated ability to provide superior entrepreneurship training programs, with accomplished entrepreneurship educators with relevant expertise.
 - A history of providing training and education to veteran entrepreneurs/small business owners which has resulted in new business formations or continuing operations or expansion of existing businesses..

3.3 Ineligible Applicants

The following organizations will automatically be considered ineligible and their applications will be rejected without being evaluated.

- Any organization that owes an outstanding and unresolved financial obligation to the federal government;
- Any organization that is currently suspended, debarred or otherwise prohibited from receiving awards of contracts or grants from the federal government;
- Any organization with an outstanding and unresolved material deficiency report under the requirements of the Single Audit Act or OMB Circular A-133 within the past three years;
- Any organization that has a grant or cooperative agreement involuntarily terminated or non-renewed by SBA for cause;
- Any organization that has filed for bankruptcy within the past five years;
- Any organization that proposes to serve as a pass-through and permit another organization to manage the day-to-day operations of the project; and/or
- Any organization that is not an Institution of Higher Learning.

4.0 Section IV – Application and Submission of Information

4.1 Application Information

Applications must consist of the following elements: (i) a cover letter; (ii) a technical proposal; (iii) budget information and cost proposal; (iv) certifications, forms and assurances; and (v) attachments and exhibits.

4.1.1 *Cover Letter*

The first page of each application must be a cover letter which contains the following information:

- Statement that the application is in response to the Program Announcement No.B2B 2014-01;
- Applicant's name and address;
- Applicant's website address;
- Name, telephone number, fax number, and email address for the Applicant's designated point of contact; and
- Dollar amount of assistance being requested.

4.1.2 *Technical Proposal (not to exceed 10 pages)*

The technical proposal serves as the narrative blueprint for the Applicant's planned project and must include the following information:

- A narrative that demonstrates the ability of the Institution to implement the required elements of the B2B program to provide superior entrepreneurship training programs globally in collaboration with SBA OVBD, District Offices, Resource Partners, and VBOCs, such as identifying and selecting experienced entrepreneurship educators, producing, distributing and managing inventory of training materials. (see section 5 for program/proposal evaluation elements).
- Identification of project director and key management personnel and staff; including resumes (position descriptions for unfilled positions). Resumes must include experience relevant to this project and may not be more than two pages in length. Copies of resumes must be included as attachments in accordance with Section 4.1.5 below and do not count toward the 10-page limit;
- Identification of contractors and consultants and the manner in which they were selected (i.e., competitively or non-competitively). **NOTE:** No more than 20% of award funds may be expended on contractor and/or consultant costs. Copies of contracts and consulting agreements (either signed or samples as applicable) must be included as attachments in accordance with Section 4.1.5 below and do not count toward the 10-page limit;
- An organizational chart;
- A timetable of milestones for the 12-month Budget Period; and identification of any additional funds or in-kind resources that will be expended in furtherance of the project.

4.1.3 *Budget Information and Cost Proposal*

Budget information must be provided through the completion or submission of the following:

- Standard Form (SF) 424, Application for Federal Assistance;
- SF-424A Budget Information (Non-Construction Programs);
- Budget Detail Worksheet (Attachments A-9 through A-12 and the SF-424A).
- Budget narrative providing a brief, detailed explanation of the components of each cost element listed in the SF-424A;
- SBA is currently examining the best method for delivering B2B program services to personnel stationed outside the contiguous United States (OCONUS). In order to be considered complete. Your proposal must include a conditional \$1 million line item providing for B2B program activities OCONUS utilizing your own employees, the services of contractors, collaborative arrangements with other entities, or some combination of these approaches. In the event SBA subsequently decides to provide B2B

program assistance to OCONUS personnel via other means, the amount of any Award issued under this Announcement will be reduced by \$1 million and your project budget will be modified accordingly.

- Copy of Applicant's Cost Policy Statement; and
- Copy of the Applicant's current, government-wide indirect cost rate agreement (if the Applicant's budget includes indirect costs). If the Applicant does not have an agreement, it must propose an indirect cost rate in accordance with the procedures set forth in the applicable cost principles circular. Regardless of the Applicant's approved rate, SBA will cap indirect costs charged to an award made under this Announcement at 25 percent.

4.1.4 *Certifications, Forms and Assurances*

Each Applicant must complete and submit the following forms:

- SBA Form 1623, Certification Regarding Debarment, Suspension, and Other Responsibility Matters;
- SF-LLL, Disclosure for Lobbying Activities;
- Letter from the Applicant's Auditor, CPA, Treasurer, Comptroller, CFO or similarly qualified individual certifying that the organization's financial management system currently meets requirements of 2 C.F.R. Part 215, Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Learning, Hospitals, and Other Non Profit Organizations. **[NOTE: This requirement does not apply to awards made directly to state, local, or tribal governments].**

4.1.5 *Attachments and Exhibits*

Each Applicant must attach copies of the following to its proposal:

- Resumes, position descriptions, contracts, consulting agreements, letters of support, pledges of additional funding or in-kind resources, leases, conflict of interest policy, and cost policy statement;
- Most recent A-133 audit report. If the Applicant is not subject to the requirements of the Single Audit Act, it must instead submit a copy of its most recent audited financial statement; and
- Any other documentation the Applicant believes supports its proposal.

4.2 *Submission Instructions*

All proposals (narratives and forms) must be submitted electronically via the government-wide financial assistance portal www.grants.gov. **NO OTHER FORMS OF SUBMISSIONS WILL BE ACCEPTED.** All required forms are provided in the grants.gov application package for this funding opportunity. Specific instructions for obtaining, completing, and submitting an application via grants.gov, including animated tutorials, may be found at http://www.grants.gov/applications/app_help_reso.isp.

In order to submit an application via grants.gov, an organization is first required to have a DUNS number, be registered with the System for Award Management (SAM), and have a grants.gov username and password. Additionally, Applicants should not wait until the closing date to begin the submission process in order to avoid unexpected delays that could result in the rejection of an application.

Information about the grants.gov registration process can be found at http://www.grants.gov/applicants/get_registered.isp. Applicants must register as organizations, not as individuals. Please note that organizations already registered with grants.gov do not need to register. However, all registered organizations must keep their SAM registrations up-to-date. As part of the grants.gov registration process, an Applicant must designate one or more Authorized Organizational Representatives (AORs). AORs are the only individuals who may submit

applications to grants.gov on behalf of an organization. If an application is submitted by anyone other than a designated AOR, it will be rejected by grants.gov and cannot be considered for funding.

Once an application is submitted, it undergoes a validation process through which it will be accepted or rejected by the grants.gov system. The validation process may take 24 to 48 hours to complete. Applicants should save and print written proof of an electronic submission made at grants.gov. Applicants can expect to receive multiple emails regarding the status of their submission. The first email will confirm receipt of the application. The second email will indicate that the application has either been successfully validated by the system and assigned an SBA tracking number, or it has been rejected due to errors. An Applicant will receive a third email once SBA has downloaded its applications from grants.gov for review in accordance with Section 5.3 below.

If grants.gov notifies an Applicant via email that its application contains an error, the Applicant must correct the noted error(s) before the system will accept and validate the application. Applicants that choose to submit on or close to the closing date are advised they may not receive email notification of an error with their application until after the submission deadline, and thus will not have an opportunity to correct and submit their applications. **APPLICATIONS THAT ARE REJECTED BY GRANTS.GOV WILL NOT BE FORWARDED TO SBA AND CANNOT BE CONSIDERED FOR FUNDING.** It is the Applicant's responsibility to verify that its submission was received and validated successfully at grants.gov. To check the status of your application and see the date and time it was received, log on to grants.gov and click on the "Track My Application" link from the left-hand menu.

If you experience a technical difficulty with grants.gov (i.e., system problems or glitches with the operation of grants.gov website itself) that you believe threatens your ability to submit your application, please (i) print any error message received; and (ii) call the grants.gov Contact Center at **1-800-518-4726** for immediate assistance. Ensure that you obtain a case number regarding your communications with grants.gov. **NOTE:** Problems with an Applicant's own computer system or equipment is **not** considered technical difficulties with grants.gov. Similarly, an Applicant's failure to (i) obtain a DUNS number or complete the SAM or grants.gov registration process; (ii) ensure that an AOR submits the application; or (iii) take note of and act upon an email from grants.gov rejecting its application due to errors, are **not** considered technical difficulties. A grants.gov technical difficulty is an issue occurring in conjunction with the operation of grants.gov itself, such as the temporary loss of service by grants.gov due to an unexpected volume of traffic or failure of information technology systems, both of which are rare occurrences.

Applicants should use the following link to obtain assistance in navigating grants.gov and access a list of useful resources: http://www.grants.gov/applicants/app_help_res.jsp. If you have a question that is not addressed under the "Applicant FAQs" try consulting the "Applicant User Guide" or contacting the grants.gov Contact Center, which is open 24 hours a day, seven days a week.

4.3 *Required Proposal Submission Dates*

Each Applicant is required to submit its proposal electronically via www.grants.gov no later than 11:59 p.m. Eastern Time on December 1, 2013. Because of the re-conditions for submitting applications via grants.gov and the potential for encountering technical difficulties in using that site, Applicants are strongly encouraged to log on to grants.gov and review the submission instructions early. **DO NOT WAIT UNTIL THE CLOSING DATE TO BEGIN THE SUBMISSION PROCESS.** Applicants bear sole responsibility for ensuring their proposals are submitted and received before the closing date.

SBA will consider the date and time stamp on the validation generated by grants.gov as the official submission time. A proposal that is not received by grants.gov before the closing date of this Announcement will be rejected without being evaluated, unless the Applicant can clearly demonstrate through documentation obtained from grants.gov that it attempted to submit its proposal in a timely manner but was unable to do so solely because of grants.gov system issues. Additionally, SBA will not accept any changes, additions, revisions, or deletions to applications made after the closing date.

Applicants should save and print written proof of an electronic submission made at grants.gov. If problems occur while using grants.gov, the applicant is advised to (i) print any error message received; and (ii) contact grants.gov for immediate assistance. Applicants may obtain advice and assistance with grants.gov submission process by visiting <http://www.grants.gov/help/help.jsp> or by calling 1-800-518-4726.

5.0 Section V – Application Review Information

5.1 General

Applications will be rejected without being evaluated if they are submitted by ineligible organizations, or they are illegible or materially incomplete due to an Applicant's failure to include all required forms and/or provide the required level of detail.

5.2 Evaluation Criteria

All timely, materially complete applications received from the eligible organizations will be evaluated in accordance with the criteria listed below.

5.2.1 Organizational Experience and Capacity (30 Points)

Applicants will be evaluated on their demonstrated ability to manage the Transition GPS Boots to Business Training program and shall use funds for that purpose to provide curriculum management, logistics and marketing support, and collaboration with SBA and its resource partners for the global delivery of the two day course and superior entrepreneurship instruction to participants in the 8-week online course. The successful grant awardee will provide evidence and documentation of capabilities to execute or support all program elements with emphasis placed on experience and capacity for:

- Management of SBA owned course curricula including incorporating feedback for continuous improvement and coordinating for interoperability with DOD learning management systems and other distance learning platforms as required.
- Production, and global distribution and supply chain management of all course materials in coordination with SBA OBVD, District Offices, Resource Partners, and VBOCs.
- Development and execution of marketing activities including website administration, content generation and coordination, collateral production and distribution, social media outreach and event production.
- Maintaining a network of diverse and experienced entrepreneurship instructors for the 8WOC.

In addition please discuss/include:

- Experience and capability in providing superior entrepreneurship training to transitioning service personnel including the number of years conducting such activities and process for selection and recruitment of experienced entrepreneurship educators as trainers, as well as the ability to provide instructors to beneficiaries in other countries with U.S. military presence
- Letters/memoranda from Applicants' Institutions/organizations committing resources in support of *Boots to Business* including staff, equipment, and finances. Records of financial support from private-sector donors providing capital for continuous training, technical and

mentorship assistance to further enhance the success of transitioning service members interested in starting new or expanding established small firms.

- Sources of capital, including a brief description of their strategies for raising such capital;
- Responses/corrective actions to any qualified audit opinions or A-133 audit findings.

5.2.2 *Project Design (15) Points)*

Applicants will be evaluated on their understanding of the purpose of the *Boots to Business* Grant Program, and the role the of the applicant in providing superior entrepreneurship instruction to beneficiaries. The project design must include a production plan for course training materials, and a plan for developing and executing assessment methodologies to evaluate the outcomes and effectiveness of all training programs and associated initiatives such as marketing and promotional activities. Specific topics Applicants must address include:

- Scope of the geographic area/demographics from which referrals of beneficiaries by service branches will cover;
- Projected milestones/ timelines for program activities and program accomplishments;
- Number of anticipated beneficiaries trained during the 8-week online course annually;
- Clarity, accuracy, relevance, and ease of reportability of its evaluation methodology.

Applicant must include a narrative of no more than 10 pages in length describing the above evaluation criteria and delivery methods as part of its Technical Proposal.

5.2.3 *Project Management (15 Points)*

Applicants will be evaluated on the strength of their staffing and management plans for accomplishing the goals and objectives of their proposed projects. Applicants must demonstrate they will devote to the project adequate numbers of personnel having sufficient experience, establish clear and direct lines of responsibility and authority for managing and overseeing the project, and show that they will have sufficient facilities and other physical resources at their disposals to accomplish the proposed project. In particular, an Applicant must:

- Identify all key management staff and contractors/consultants, describe their roles in conducting and overseeing the project, stipulate the amount of time they will devote to the project, and provide copies of resumes/position descriptions and an organizational chart;
- Identify all facilities and other physical resources that will be utilized in furtherance of training and technical assistance to beneficiaries, quality, relevant training materials; and maintenance of the approved B2B website. Applicant must provide copies of relevant deeds, leases, free space agreements, rental contracts, memoranda of understanding, etc.;
- Provide copies of all contracts and consulting agreements and identify the employees or officials of the Applicants' organizations who will be responsible for overseeing and administering those agreements;
- Describe its financial management structure and internal controls and identify all staff members who will be responsible for financial recordkeeping, reporting, the receipt and expenditure of award funds, and addressing audit findings;
- Provide a copy of its conflict of interest policy addressing, at a minimum, procedures for ensuring its employees, consultants and contractors do not assist client firms in which they, their principals, or their immediate family members have a financial interest or fiduciary duty and for ensuring its employees, consultants and contractors do not use their role in the project as a means of marketing their outside services to project clients.

5.2.4 *Collaboration and Leveraging of Resources (20 Points)*

Applicants will be evaluated on the breadth of their plans for coordinating their proposed activities and working to expand the scope and reach of their project in collaboration with entities such as SBA OVBD,

SBA District Offices, SBA Resource Partners and VBOCs, other federal, state, local and tribal government agencies, , trade associations, business/industry groups, institutions of higher learning and/or educational organizations. Specifically, an Applicant must provide:

- A collaboration plan with emphasis on curriculum management, marketing and promotional activity coordination, and coordination of sustained interoperability with Department of Defense (DOD) learning management systems for 2DC and providing superior instruction for 8WOC.
- Copies of agreements with, or letters or emails from, the above-listed types of organizations pledging to work with the Applicant in order to advance specific B2B Program objectives.

5.2.5 *Ability to Ensure the Interoperability/Compatibility of 2-Day Curriculum with DoD's LMS or Identified Distance Learning Platform (20 Points)*

In addition, Applicants must:

- Demonstrate their ability to successfully provide the technical expertise to ensure the interoperability and compatibility of the *2-Day Introduction to Entrepreneurship* course with the Department of Defense's *Learning Management Systems* or identified DL Platform housing the Virtual Curriculum for service members engaging in distance learning courses for the New Transition GPS Program *Entrepreneurship Optional Track*, and updating the B2B website.

Applications that are not rejected by the grants.gov or SBA's screening process will be evaluated by teams of reviewers and scored on the basis of how well they meet the criteria outlined above. These reviewers may be SBA employees or employers of other federal agencies. The maximum score any application can receive is 100 points. Prior to evaluating applications received in response to this Announcement, SBA will establish a minimum acceptable score. Only those applications that meet or exceed that threshold will be eligible for funding. Applicants are therefore encouraged to design proposals that address each of the scoring criteria listed above as thoroughly as possible.

In the interest of providing B2B services to as broad a segment of the beneficiaries' within their local small business communities as possible, SBA will consider the geographical dispersion of Applicants' project service areas when making award decisions. An application that exceeds the minimum acceptable score and which scores more highly than other acceptable proposals may nevertheless be passed over for funding if that applicant proposes to serve the same or substantially that same area or market as the existing B2B Grant Recipient.

6.0 Section VI – Award Administration Information

6.1 *Award Notification*

The Applicant selected for the award will receive written notification. Applicants not selected for awards will not be notified. There will be no debriefing process for unsuccessful Applications.

6.2 *Administrative and National Policy Requirements*

The successful Application will be required to comply with the requirement set forth in 2 C.F.R. Parts 215, 220, 225, and 230; 13 C.F.R. Part 143, and OMB Circular A-133 (as applicable); the Assurances of Non-Construction Programs (SF-424B); and the terms and conditions set forth in their Notice of Award. In addition SBA may, from time-to-time, advise the Recipient of the award made under this Announcement of new legal requirements and /or policy initiatives with which they must agree to comply.

6.3 *Reporting*

The Recipient is required to submit the reports identified below: SBA may withhold payment if reports are not received or are deemed inadequate. Failure to report in a timely manner will also be weighed against

future applications for grant funding from the same organization and the exercise of any option periods. The reports provided by Recipient may be made public. In addition, SBA reserves the right to require the Recipient to post these reports on their web sites.

6.3.1 Financial Reports

Recipient will be required to submit quarterly financial reports to SBA using SF-425, Federal Performance Progress Reports, within 30 days of the completion of each of the first three quarters and within 90 days of the completion of the fourth quarter for each Budget Period.

6.3.3 Report Submission

Recipient will be required to submit quarterly performance reports to SBA using the SF-PPR Performance Progress Report, within 30 days of the completion of each of the first three quarters and within 90 days of the completion of the fourth quarter of each Budget Period.

7.0 Section VII – Agency Contacts

7.1 Boots to Business Training Program

Questions concerning general information contained in this Announcement should be directed to the GOTR, Janet Moorman, at janet.moorman@sba.gov.

7.2 Financial/Grants Management Point of Contact

Questions concerning budgetary matters related to this Announcement should be directed to electronic.grants@sba.gov

7.3 Grants.gov Technical Support

For technical support with filing an electronic application in response to this Announcement, contact the Grants.gov help desk at 1-800-518-4726 or support@grants.gov.

8.0 Section VIII – Other Information

8.1 Definitions

The following definitions apply to awards made under this Announcement.

8.1.1 Applicant – an eligible Institution of Higher Learning that applies for funding under this Program announcement.

8.1.2 Budget Period – the 12-month period during which expenditure obligations will be incurred by the recipient for an award under this Announcement. For the purposes of this Announcement, the initial budget period will be from November 4, 2013 to November 5, 2014. Each option year, if exercised, will constitute a separate budget period.

8.1.3 Cooperative Agreement – A legal instrument reflecting a relationship between the United States government and a Recipient when the principal purpose of the relationship is to transfer a thing of value to the Recipient to carry out a public purpose of support or stimulation and substantial involvement is expected between the awarding agency and the Recipient when carrying out the activity contemplated in the agreement.

8.1.4 Cost Policy Statement – A document describing all accounting policies of an Applicant organization and narrating in detail its proposed cost allocation plan. This plan must stipulate the procedures used to identify, measure, and allocate all costs to each benefitting activity.

- 8.1.5 *Counseling* – Services provided one-on-one to an individual and/or business that are delivered in person (fact-to-face), on the telephone, or electronically and which are:
- a) Substantive in nature and concern the formation, management, financing, and/or operation of a small business enterprise; and
 - b) Specific to the needs of the business or individual; and
 - c) Require a signed SBA Form 641 or equivalent form that supports SBA’s management information database.
- 8.1.6 *Notice of Award* – The legal document, signed by both SBA and a Recipient, that memorializes the award of funding under a Cooperative Agreement and contains the specific terms and conditions that apply to the award.
- 8.1.7 *Project Period* – The total period of performance for an award made under this Program Announcement, including the base and all option-year Budget Periods.
- 8.1.8 *Recipient* – A qualified Institution of Higher Learning that has been awarded funding under the Program Announcement.
- 8.1.9 *Technical Assistance* – Counseling or training services provided to an individual and/or business in knowledge, information or experience on a business-related subject. The training must last for a minimum of one hour and include two or more individuals and/or businesses in attendance.
- 8.1.10 *Training* – is a workshop, seminar or similar activity or event which delivers a structured program of knowledge, information or experience on a business-related topic. The training must last for a minimum of one hour and include two or more individuals and/or businesses.
- 8.2 Instructions for Completing the SF-424 (Application for Federal Assistance)
- Item 1 Enter: "Application"
 - Item 2 Enter: "New"
 - Item 3 Completed by Grants.gov upon submission.
 - Item 4 Leave Blank
 - Item 5a Leave Blank
 - Item 5b Leave Blank
 - Item 6-7 Refer to instructions at end of form.
 - Item 8-9 Refer to instructions at end of form.
 - Item 10 Enter: "U.S. Small Business Administration"
 - Item 11 Enter: [59.044] and [Boots to Business]
 - Item 12 Enter: Program Announcement No. [B2B]-2014-01
 - Item 13 Leave Blank
 - Item 14 Applicants must specifically identify each city, county, and state that will be affected by its project.
 - Item 15 Self Explanatory
 - Item 16 Refer to instruction at end of form.
 - Item 17 Leave Blank
 - Item 18 Self Explanatory
 - Item 19 Check Box C. The Boots to Business Program is not covered by E.O. 12372.
 - Item 20 Refer to instructions at end of form.
 - Item 21 Self Explanatory
- 8.3 Instructions for Completing the SF-424A (Budget Information for Non-Construction Programs)
The budget is the Applicant’s estimate of the total cost of performing the project for which funding is being requested under this Announcement during the applicable Budget Period. The

budget is to be based upon the total amount of funds that will be devoted to the project, including Federal funds, contributions from non-Federal sources, and program income (as applicable). All proposed costs reflected in the budget must be relevant to the conduct of the project and must be reasonable, allowable, and allocable under the applicable OMB Cost Principles and Agency policies. All costs must be justified and itemized by unit cost in the Budget Narrative/Budget Detail Worksheet. All forms contained in the financial application package must be completed accurately and in full. Enter the following information in the appropriate sections:

Section A - Budget Summary

Column A: Enter “[Boots to Business] Program”

Column B: Enter “[59.044]”

Section B – Budget Categories

Complete lines 6a – 6k, entering amounts by budget category, labeling columns 1- 5 as follows:

1 – Federal

2 – Non-Federal Cash

3 – Non-Federal In-Kind

4 – Program Income

5 – Totals

All amounts entered in this section must be expressed in terms of whole dollars. The itemization must reflect the total requirements for project funding from both Federal and non-Federal sources.

Section C – Non-Federal Resources

Refer to instructions on form.

Section D – Forecasted Cash Needs

Refer to instructions on form.

Section E – Budget Estimates

Refer to instructions on form.

Section F – Other Budget Information

Direct Charges: Transfer the total direct charges from Section B, line 6i.

Indirect Charges: Transfer the total direct charges from Section B, line 6j.

Section G - Personnel

List the name, title, salary for each employee who will be paid with project funds and the estimated amount of time each will devote to this project. **NOTE:** Fees, expenses, and the estimated amount of time to be devoted to the project for outside consultants/contractors belongs in the contractual line item, not here.

Section H - Fringe Benefits

Leave blank if fringe benefits applicable to direct salaries and wages are treated as part of indirect costs in the Indirect Cost Rate Agreement (ICRA). If your organization’s fringe benefit package is not included in your ICRA, list each component included as a fringe benefit.

Section I - Indirect Charges

Enter the indirect cost rate, date, and Federal agency that issued your ICRA. If your organization does not have an approved ICRA, you must negotiate an ICRA with SBA in accordance with the applicable OMB Cost Principles.

Section J - Justification of Costs

All proposed costs require justification and narrative explanation.

Section K - Miscellaneous or Contingency Costs

Leave blank. No miscellaneous or contingency costs are allowed.

Section L - Proposal Costs

Leave blank. SBA will not pay any costs incurred in the preparation and submission of a proposal.